INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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Former White House Aide To Address N.C.A. Meeting

Bernard M. Shanley, former special counsel and secretary to President Eisenhower, will speak on "Foreign Relations" at the opening general session of the N.C.A. Convention in Atlantic City, January 20.

Mr. Shanley was a member of the six-man advisory committee that helped manage the 1952 Eisenhower election campaign. From 1953 to 1955 he was the President's special counsel, during which time his duties included working with Congress, writing and reviewing Administration legislation, and assisting in its implementation. From 1955 to 1957 he served as the President's appointments secretary and was in close contact with Mr. Eisenhower on both national and international affairs.

He is a leading attorney and citizen of his native state of New Jersey, where he has always been active in Republican politics at both state and national levels. Born in Newark, N. J., Mr. Shanley is the fourth generation of a family closely associated with the civic and industrial development of that metropolis. His education was obtained at St. Benedict's Preparatory School there, and at the Laws Schools of Columbia and Fordham Universities, from which he was graduated with high honors. Admitted to the New Jersey Bar in 1929, he practiced as a member of the firm Shanley and Fisher in Newark continuously until he assumed his White House duties in 1953, except for a World War II interruption. Enlisting as a private in 1942, he was released from Army duty as a captain in mechanized calvary in 1946, having been awarded three battle stars and a War Department citation. His military service included assignment to the Civil Affairs Division of the Army in Italy, and as legal adviser of the Civil Affairs Division of the General Staff in Washington, D. C.

1957 Crop Production Is Equal to Previous Record Highs But Output of Fruits and Vegetables Is Below Last Year

Total crop production in 1957 matches the previous record high despite the smallest total acreage planted or grown since 1919, according to year-end reports issued by the Crop Reporting Board. Over-all yield levels reached an all-time peak despite many local and sectional setbacks which delayed planting and slowed harvest of some crops to the latest stage in several years.

Acreage of 59 crops harvested was slightly larger than in 1956 but otherwise the smallest in over 20 years. Total production, stated in index form, is 106 percent of the 1947-49 base, equaling both 1956 and 1948. The over-all yield per acre index, covering 28 field and fruit crops, reached 127 percent of the 1947-49 base, considerably surpassing the previous record of 124 in 1956 and 118 in 1955.

Crops with record production in 1957 include hay, sorghum grain, sorghum silage, soybeans, barley and sugar beets. Above average production was attained by corn, sorghum forage, potatoes, rye, sugarcane for sugar, maple sirup, broomcorn, apples, cherries, pears, plums, oranges, lemons, cranberries, tung nuts, and vegetables for fresh market and for commercial processing.

Principal reductions below the 1956 level in millions of acres were: winter wheat, 6.9; corn, 4.2; cotton, 2.8; oats, 1.7; flaxseed, 0.3; tobacco, 0.2; and rice 0.2.

Corn reached a new peak of over a bushel per acre higher than the 1956 previous record. This corn yield is nearly a fourth above the average of 1946-55, all good corn years except one. Wheat yields per acre, both winter and spring, reached new record levels. Crops with yields exceeded only in one other year include oats, barley, dry beans, cowpeas, tobacco and peanuts; only flaxseed and buckwheat had below average per acre yield.

Potato production in 1957 is estimated at 3 percent below 1956 but 4 percent above average. Growing conditions generally were not as favorable as in 1956 and all seasonal groups except the late spring showed lower per acre yields. Dry weather in July and August reduced outturn in many early summer and late summer states and effected some reduction in the fall crop despite good out-

(Please turn to page 367)

Freeze Damage in Florida and Texas

Sub-freezing temperatures in Florida and Texas on December 12-13 caused widespread damage to citrus fruits and vegetables, according to a special bulletin by the Crop Reporting Board of USDA. Details are reported on page 362.

USDA Publication Analyzes Farm-to-Retail Price Spreads

In a detailed report entitled *Farm-Retail Spreads for Food Products*, USDA explains why the farmer is getting only about 40 cents of each consumer dollar spent for food.

The report reviews trends since 1913 in prices paid to farmers, in retail prices, and in the spreads between. Each of the major foods is discussed.

USDA regards the new publication as a central reference on price spreads and related data on marketing farm food products. It is pointed out that funds for special studies of this kind were furnished by Congress for the 1956 and 1957 fiscal years.

Copies of the report (Miscellaneous Publication No. 741) may be obtained

from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Following is the portion of the report dealing with farm-retail spreads for processed fruits and vegetables:

PROCESSED FRUITS AND VEGETABLES

"Processing costs account for a major part of the farm-retail spread for processed fruits and vegetables. Retailing, wholesaling, and transportation generally take a smaller share of the retail price than for fresh fruits and vegetables.

"In a study conducted for the 1949-50 season (latest available data) the Department found that retailing accounted for between 17 and 22 percent of the retail price for canned fruits and vegetables and 19 to 21 percent for frozen fruits and vegetables.

"The wholesaler's margin for canned items varied between 3 and 8 percent of the total retail price. For the frozen items, the range was between 9 and 12 percent. Higher storage and delivery costs partly accounted for the higher margin for frozen items at the wholesale level.

"Transportation of canned fruits and vegetables from the processing plant to the wholesale distributor accounted for between 5 and 13 percent of the retail price. For frozen foods, transportation made up between 3 and 7 percent of the total retail price. Higher unit value of frozen foods in relation to weight and distance to market lowered the transportation portion of the retail price.

"About two-thirds of the consumer dollar spent on the canned and frozen items in the 1949-50 study went for processing costs and returns to the grower for the raw product. The percentages ranged from 63 percent for frozen peaches to 72 percent for canned tomatoes. Other studies indicate that the greater part of this grower-processor return is the processor's gross margin.

"A study of price spreads for canned peaches, green beans, peas, tomatoes, and vacuum packed and regular canned corn made by the staff of the Senate Committee on Agriculture and Forestry for January-March, 1955, revealed that the grower received from 12 percent of the retail selling price for tomatoes to 25 percent for peas. The canner's gross margin, which included all costs of containers and supplies (not raw products) all operating expenses, taxes, and profits, varied from 48 percent of the total spread for peaches to 62 percent for vacuum packed whole-kernel corn. The distributor's gross margin (difference between the canner's price and the retail selling price, including all transportation charges from factory to retail store) ranged from 17 percent for vacuum packed corn to 34 percent for peaches. The retailer's margin accounted for the larger part of the over-all distribution charges.

"Labor is a major cost component in processing fruits and vegetables. Average hourly earnings of employees in the canning and preserving industry rose to $1.57 in 1956 from $1.04 in 1947, an increase of 50 percent. Hourly earnings in this industry average lower than for all food processing; between 1947 and 1956 the increase in the canning and preserving industry was less than the average increase for all food processing employees. The number of production workers in the canning and preserving industry has changed very little. In 1956, the number of workers was the same as in 1947.

"Raw product costs accounted for the largest single component of the costs of fruit and vegetable canners in 1954-55. Containers and labels were the next largest cost. Labor costs accounted for 11 percent of sales for vegetable canners and 15 percent for fruit canners. Gross income as a percentage of sales was higher for vegetable canners than for fruit canners but net income before taxes and net profits were higher for fruit canners. Compared with 1950-51, costs of raw products as a percentage of all costs to manufacturers were about the same in 1954-55 for vegetable canning but declined somewhat for fruit canning. Labor costs as a percentage of all costs for canning vegetables declined in this period but were the same for canning fruits.

"Profits after taxes of leading canning and food preserving companies averaged 8.2 percent of stockholders' equity in 1956, 50 percent above the average in 1935-39. During the past 20 years this rate has ranged between 5.4 percent in 1949 and 18.4 percent in 1946. Their profits were 2.9 percent of sales in 1956, only slightly lower than in 1935-39. During the 20-year period, the rate on sales has ranged between 2.3 percent in 1953 and 6.1 percent in 1946."

N.C.A. Research Report on Whole Kernel Corn

Thiamine retention in whole kernel corn processed in agitating retorts is the subject of Research Report No. 4-57, now available from the Washington Research Laboratory. The data were collected during the 1956 corn season in a survey of eight eastern and midwest canning plants in which agitating processing methods were in use.

Minnesota Canners & Freezers

John E. Hammel, Owatonna Canning Co., Owatonna, was elected president of the Minnesota Canners and Freezers Association recently at the group's annual convention.

Frank J. Winter, Green Giant Co., LeSueur, was elected vice president, and Edwin W. Elmer, Minneapolis, was continued in office as secretary-treasurer.

New York State Canners

Morton Adams of Alton Canning Co., Inc., Alton, was elected president of the New York State Canners and Freezers Association recently at the group's annual meeting.

John Hall, Sterling Cooperative, Inc., Sterling, was elected vice president, and William Renton, H. J. Heinz Company, Medina, was elected treasurer. William H. Sherman, Rochester, was continued in office as secretary.

Ohio Canners Association

Paul Korn of St. Marys Foods, Inc., Delphos, was elected president of the Ohio Canners Association recently at the association's annual convention. Other officers elected were:

Charles Stemley, Stemley Canning Co., New Weston, first vice president; C. T. Vandervort, Sr., Jamestown Canning Co., Wilmington, second vice president; and Wilbur A. Gould, Worthington, reelected secretary-treasurer.

Tri-State Packers Association

Charles Osborn, III, of C. B. Osborn Sons, Aberdeen, Md., was elected president of the Tri-State Packers Association recently at the association's annual convention. Other officers elected were:

Francis Stokes, Jr., Francis C. Stokes, Vincentown, N. J., first vice president; James Shilling, Shilling Bros., Inc., Finksburg, Md.; John W. Rue, Easton, Md., reelected executive secretary; and Mrs. Edith Lee Porter, Easton, Md., reelected treasurer.

Grapefruit Sections for USDA

USDA has announced purchase of 354,120 cases of canned grapefruit sections. Purchases include 237,120 cases of 12/3 cylinder cans at net prices averaging $4.497 per case and 117,000 cases of 24/2's at net prices averaging $3.604 per case. The net

prices were derived by deducting discounts for prompt payment where applicable.

The grapefruit sections will be shipped from Florida during the period December 30 through March 1 to schools in the school lunch program.

National Food Brokers Assn.

Sloan McCrea of Earl V. Wilson Company, Miami, was elected national chairman of the National Food Brokers Association at the annual convention in Chicago. Other officers elected were:

Arthur G. Curren, Jr., Arthur G. Curren Company, Boston, first vice chairman; Roy W. Madden, R. W. Madden Company, Atlanta, second vice chairman; H. G. Alexander, Jr., Alexander-Spaulding Company, Houston, third vice president; George C. Cook, The Harry B. Cook Company, Baltimore, reelected member at large; H. Wayne Clarke, Walter Leaman Company, Washington, D. C., reelected treasurer; and Watson Rogers, Washington, D. C., who continues as president.

Malayan Tin Bureau

The appointment of R. Dennison Coursen as Director of The Malayan Tin Bureau in Washington, effective January 1, has been announced by the retiring Director, Lynn W. Meekins, who will serve the Bureau in a consulting capacity for the next two years.

Mr. Coursen has been Deputy Director of the Bureau since November 1, 1956. He has visited Malaya to acquire first-hand knowledge of tin mining and smelting, and has managed the Bureau's exhibits at recent expositions and shows.

Panama Tariff Schedule

A new Panamanian tariff and customs code, incorporating higher rates of duty for imported products that compete with the products of national industries, will be effective January 1.

As an example of the protective measures adopted for national industries, the duty on tomato juice is raised from 2 cents to 36 cents per kilo, tomato soup from 16 to 47 cents per kilo, tomato sauce from 26 to 75 cents per kilo, and tomato paste from 36 to 85 cents per kilo.

There is no reciprocal trade agreement between the United States and Panama, and Panama is not a member of the General Agreement on Tariffs and Trade.

Economic Group Hears Experts on Agricultural Economics

The Agricultural Subcommittee of the Joint Committee on the Economic Report this week heard a series of panel discussions directed toward a better understanding of commercial farming and its relation to economic growth and stability.

Experts from universities, government, and farm organizations declared that adjustments in the agricultural sector of the economy are necessary, and that the adjustments must be made in farms that constitute more than 40 percent of the total number but contribute only 9 percent of the farm production.

The chief difficulty in the farm problem is the surplus of human resources, it was agreed. Other shortcomings of the present agricultural economy were said to be that the level of price supports is too high, and that farm prices are not sufficiently responsive to demand.

The economists recommended increased educational programs in rural communities to inform farm youths of career opportunities in all phases of agriculture, more reliable data on migrant farm families, and continuation of studies on economics of farming according to size of the farm unit.

Price supports—The proper level of price support was said to be somewhere below the annual average market prices which could result from the free interplay of supply, demand and price. Parity prices should help to adjust supply to the changing conditions of demand, rather than continue a price relation that prevailed in the past.

Marketing agreements—Marketing agreements on fruits and vegetables were described by one economist as "successful in the sense that they have survived." It was said that such programs are often referred to as "self-help" programs, but they are "self-help" only if the cost of such programs is actually paid by the producers and handlers.

One economist said that marketing order programs are suitable and feasible only under certain conditions: restricted area of application, community of marketing interests of producers, and conducive market environment.

Contracts—It was pointed out that contracts between processors and their raw product suppliers helped to assure a supply of raw product of uniform quality, and that contracts between canners and their growers had resulted in expanded markets.

In the increasing integration of production and marketing functions, the contract has been important in enabling processors to produce the uniform quality demanded by retailers, it was said. This demand for quality control and assured supply will mean that food products will be supplied by fewer but larger firms.

Farmer's share—The concept of the "farmer's share" of the consumer's food dollar was discussed in two ways. First, it was pointed out that others in the marketing system might claim that they were entitled to a "share". Second, the welfare of each marketing agency should be measured in terms of compensation for services performed.

The Agriculture Subcommittee of the Joint Economic Committee was seeking recommendations for legislation. It is expected that the Subcommittee will publish a report of its studies as the basis for possible action by the Agriculture Committees.

Role of Fat Given Emphasis by Home Economics Group

Research to determine the precise role of fat in human nutrition was among the studies given high priority emphasis by USDA's Home Economics Research Advisory Committee at its annual meeting December 9-11.

The fat studies were recommended because of the growing evidence of a relationship between fats and many aspects of human metabolism, USDA said. The subject has already been scheduled in an address at the Research Session of the N.C.A. Convention.

Research to obtain higher quality frozen foods also was given emphasis by the advisory committee, which advised research that would determine time-temperature exposure and changes in quality and safety between purchase and use by the consumer. The proposal is concerned with conditions at the end of the food distribution chain.

The committee also advised investigations of total volume and peak water requirements of the farm household, with a view to conserving water; new research to learn how food quality is affected by methods of food preparation such as electronic cooking; and a number of studies on fabrics, clothing, and home appliances.

The American Weekly

On Sunday, December 8, *The American Weekly* magazine carried the article "Thirty-Minute Dinners" by Amy Alden, food editor. Each of the four menu suggestions emphasized how to "save kitchen time by planning ahead for busy days" and included canned foods.

Recipes for the main dishes were given, followed by a menu suggestion. "Speedy Tuna Casserole" used canned tuna, cream of celery soup, evaporated milk, and tomato paste, and in the menu Miss Alden suggested canned grapefruit sections and green beans. "Tomato-Broiled Lamb Steaks," using tomato paste, was accompanied by a canned cream soup as the first course, and canned carrots or beets as a vegetable. This menu was shown in a color photograph. The recipe "Upside Down Meat Pie" used tomato sauce and ripe olives with mixed vegetables in the menu suggestion. The last recipe, "Blue Cheese Scallops with Noodles," had tomato sauce in the ingredients and canned fruit as the menu dessert suggestion.

Macfadden Publications

In the January issue of *True Story* magazine, Esther Foley, home service director for the Macfadden Publications, has an article featuring ketchup and another featuring canned peaches.

The article, "To Be Served with Ketchup" begins: "Hash . . . a man's favorite cold-weather dinner! Make it in a skillet, or bake it in the oven —but, readers say, serve it with ketchup." The nine hash recipes that were submitted by *True Story* readers used the following canned foods: beef gravy, tomatoes, ketchup, corned beef, mushroom soup, tomato juice, chili sauce, pineapple juice, and corned beef hash. The attractive color photograph illustrating the article shows a bottle of ketchup and a can of beef gravy with other ingredients to make hash.

Another article in *True Story*, "We Go Together," gives nine reader contributed recipes, all salads, made with canned peaches. Miss Foley introduces the recipes: "You have heard of peaches and cottage cheese, of course —but did you know that peaches are a treat with fish? A most delicious salad with hot sandwiches? And with hot tea, a perfect dessert!" Three of the salads are shown in color.

In *True Love* magazine, another Macfadden publication, Miss Foley's article "Spicy Foods!" features canned tomatoes and tomato products. The six recipes are described: "Hot in the pan, hot in flavor, these dishes will warm you through and through. Also, they fit your after-holiday budget plans!" Canned tomatoes, tomato sauce, ketchup, tomato soup, kidney beans, and mushrooms are used.

"A Canned Peach . . . leads a cheerful life" is the title of the food article in *True Romance* magazine. Miss Foley says, "Because it is very welcome at any meal . . . whether it's served as the main attraction, accompaniment, or dessert!" Six recipes using canned peaches are given.

Freeze Damage in Florida and Texas

Widespread damage to citrus fruits and vegetables was caused by subfreezing temperatures in Florida December 12-13, according to a special bulletin by the Crop Reporting Board of USDA.

All vegetable areas except Dade County were affected. Among crops for which heavy damage was reported are snap beans, cucumbers, potatoes, and tomatoes. Other crops hurt by the freeze were cabbage, celery, sweet corn, egg plant, escarole and chicory, lettuce, peppers, squash, and strawberries.

Temperatures over much of the north and central areas of Florida were low enough for ice to form in much of the citrus fruit. Loss of fruit is expected to be heavy in tangerines and temple oranges. An estimated 44 million boxes of early and midseason oranges remained unharvested and in the cold. Valencia oranges in the coldest locations suffered some juice cell breakdown but due to their immaturity will probably heal with any losses resulting from lighter weight due to dryness. Florida grapefruit trees suffered widespread leaf burn but fruit losses are expected to be minor except in the extremely cold low-ground locations.

Texas

In the Rio Grande Valley of Texas the temperature went down to 24 degrees at Rio Grande City and to 26 degrees at Weslaco on the morning of December 12. Most winter vegetables in Texas except broccoli are expected to come through without serious losses. Broccoli was hurt badly. Cabbage may show some damage. The full effect of the low temperatures on fruits and vegetables is not yet known, USDA said.

Forthcoming Meetings

Jan. 6-8—Northwest Canners and Freezers Association, Annual Convention, Olympic Hotel, Seattle

Jan. 7-9—Ontario Food Processors Association, Fieldmen's Conference, Agricultural College, Guelph

Jan. 8-10—Illinois Canners Association, Canners School, University of Illinois and Urbana-Lincoln Hotel, Urbana

Jan. 9-10—Canners League of California, 35th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 13-31—37th Annual Food Processors Short Course, Department of Food and Dairy Technology, Oregon State College, Corvallis

Jan. 17-18—National Preservers Association, Annual Meeting, Atlantic City, N. J.

Jan. 20-23—National Canners Association and Canning Machinery and Supplies Association, 51st Annual Convention, Atlantic City, N. J.

Jan. 27-29—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montebello, P. Q.

Jan. 29-30—National Canners Association, Statistical Quality Control School, Berkeley Laboratory

Jan. 29-30—Wisconsin Canners Association, Raw Products Conference, Babcock Hall, University of Wisconsin, Madison

Feb. 5-6—Minnesota Canners and Freezers Association, 11th Annual Canners and Fieldmen's Short Course, Radisson Hotel, Minneapolis

Feb. 10-11—Michigan Canners and Freezers Association, Conference for Fieldmen and Processors, Kellogg Center, Michigan State University, East Lansing

Feb. 11-12—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva

Feb. 24—Indiana Canners Association, Canners', Fieldmen's and Growers' School, Purdue University, Lafayette

Feb. 28-March 1—Virginia Canners Association, 50th Annual Meeting, Hotel Roanoke, Roanoke

March 2-6—National Association of Frozen Food Packers, Annual Convention, The Conrad Hilton, Chicago

March 6-7—Pennsylvania Canners Association, Fieldmen's Conference and Canners' Workshop, Allenberry Lodge, Boiling Springs

March 9-12—National-American Wholesale Grocers Association, 52d Annual Meeting, Palmer House, Chicago

March 13-14—Tri-State Packers Association, Spring Meeting, The Shelburne, Atlantic City, N. J.

March 21-22—Utah Canners Association, 46th Annual Convention, Hotel Utah, Salt Lake City

March 24-25—Canners League of California, 54th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 26-27—Wisconsin Canners Association, Spring Meeting, Madison

April 20-23—U. S. Wholesale Grocers Association, Grocery Distribution Exposition, Kiel Auditorium, St. Louis

April 27-30—Chamber of Commerce of the U. S., 46th Annual Meeting, Washington, D. C.

May 5-7—Purdue Industrial Waste Conference, Purdue Memorial Union Bldg., Lafayette, Ind.

May 5-9—National Restaurant Association, 39th Annual Convention and Exposition, Chicago

May 11-14—Processed Apples Institute, 7th Annual Meeting, Seaview Country Club, Absecon, N. J.

May 25-28—Super Market Institute, 21st Annual Convention, Atlantic City, N. J.

June 8-12—National Association of Retail Grocers, 59th Annual Convention, New York

June 8-9—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

Schedule of Principal Events of the 1958 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

FRIDAY, JANUARY 17

3 p.m.—Meeting of C.M.&S.A. Board of Directors, Claridge

6:30 p.m.—Past Presidents Dinner, C.M.&S.A., Claridge

SATURDAY, JANUARY 18

12 m.—Luncheon Meeting of N.C.A. Administrative Council, Belvedere Room, Traymore

1-5 p.m.—The Canners' Show, Convention Hall

4:15 p.m.—Ninth Annual Meeting of The Forty-Niners, Board Room, Claridge

5:15 p.m.—Presentation of Fifth Annual Service Award and Reception, The Forty-Niners, Board Room, Claridge

7 p.m.—Reception and Dinner for State Secretaries

SUNDAY, JANUARY 19

8 a.m.—Breakfast Meeting of N.C.A. Consumer Service Committee, Pine Room, Traymore

9 a.m.-5 p.m.—Continuous Showings of N.C.A. Films and Film Strips, Lobby, Traymore

9:30 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Mandarin Room, Traymore

10 a.m.—Annual Meeting of C.M.&S.A., Room B, Convention Hall

12 m.—Luncheon Meeting of N.C.A. Board of Directors (open session), Rose Room, Traymore

1-6 p.m.—The Canners' Show, Convention Hall

2 p.m.—Meeting of N.C.A. Board of Directors (closed session), Belvedere Room, Traymore

5 p.m.—Drawings for attendance awards, The Canners' Show, Convention Hall

6 p.m.—Buffet Supper for Members of National Preservers Association

6 p.m.—Old Guard Party, Park Lounge, Claridge

7 p.m.—Old Guard Buffet Supper, Trimble Hall, Claridge

8:30 p.m.—C.M.&S.A.'s Sunday Night Show—"Musical Memories," Warner Theater, on the Boardwalk

MONDAY, JANUARY 20

8 a.m.—Breakfast Meeting of N.C.A. Fishery Products Committee, Club Room, Traymore

9 a.m.—Meeting of N.C.A. Nominating Committee, Mandarin Room, Traymore

9 a.m.-5 p.m.—Continuous Showings of N.C.A. Films and Film Strips, Lobby, Traymore

9:30 a.m.—Annual Meeting of National Preservers Association (first session)

10 a.m.—N.C.A. Annual Meeting, American Room, Traymore

10 a.m.—Meeting of Board of Directors of National Food Distributors Association, Jefferson

10-6 p.m.—The Canners' Show, Convention Hall

12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M.&S.A., Rose Room, Traymore

12 m.—N.C.A. Fishery Products Luncheon, Belvedere Room, Traymore

12 m.—Luncheon Meeting of N.C.A. Claims Committee, Pine Room, Traymore

12 m.—Luncheon Meeting of N.C.A. Statistics Committee, Mandarin Room, Traymore

2:30 p.m.—Ladies Day Program sponsored by C.M.&S.A., Room B, Convention Hall

4 p.m.—Fish and Wildlife Service Conference on Fish Canners' Problems, Club Room, Traymore

5 p.m.—Drawings for attendance awards, The Canners' Show, Convention Hall

7 p.m.—Young Guard Banquet, American Room, Traymore

7:30 p.m.—N.C.A. Scientific Research Committee Smoker, Skyline Terrace, Traymore

TUESDAY, JANUARY 21

8 a.m.—Breakfast Meeting of N.C.A. Procurement Committee, Club Room, Traymore

8 a.m.—Breakfast Meeting of N.C.A. Seed Quality TAC, Mandarin Room, Traymore

8 a.m.—Breakfast Meeting of Processed Apples Institute, Inc., Mirror Room, Shelburne

9 a.m.—Meeting of Board of Directors of Processed Apples Institute, Inc., Mirror Room, Shelburne

9 a.m.-5 p.m.—Continuous Showings of N.C.A. Films and Film Strips, Lobby, Traymore

9:30 a.m.—Annual Meeting of National Preservers Association (second session)

10 a.m.—N.C.A. Marketing Session, American Room, Traymore

10-6 p.m.—The Canners' Show, Convention Hall

12 m.—N.C.A. Raw Products Luncheon, Rose Room, Traymore

12 m.—N.C.A. Food Editors Luncheon, Grande Ballroom, Shelburne

2:30 p.m.—Meeting of N.C.A. Labeling Committee, Club Room, Traymore

2:30 p.m.—Ladies Day Program sponsored by C.M.&S.A., Room B, Convention Hall

5 p.m.—Drawings for attendance awards, The Canners' Show, Convention Hall

7 p.m.—N.C.A. Banquet, American Room, Traymore

WEDNESDAY, JANUARY 22

8 a.m.—Breakfast Meeting of N.C.A. Precision Planters TAC, Pine Room, Traymore

9 a.m.-5 p.m.—Continuous Showings of N.C.A. Films and Film Strips, Lobby, Traymore

10 a.m.—N.C.A. Research Session, American Room, Traymore

10-5 p.m.—The Canners' Show, Convention Hall

12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M.&S.A., Room B, Convention Hall

12 m.—Luncheon Meeting of N.C.A. Raw Products TAC, Mandarin Room, Traymore

4 p.m.—Drawings for attendance awards, The Canners' Show, Convention Hall

7 p.m.—C.M.&S.A. Dinner Dance, Carolina Room, Chalfonte

TENTATIVE—SUBJECT TO REVISION

Preliminary Program

51st Annual Convention

Monday, January 20

10 a.m.—Annual Meeting

American Room, The Traymore

Presiding: A. EDWARD BROWN, President, National Canners Association

Invocation:

Greetings: President BROWN

Report of the Nominating Committee: GEORGE B. MORRILL, JR., Chairman

Election of Officers

Report of Resolutions Committee: ROBERT A. FRIEND, Chairman

Address: "Foreign Relations"—BERNARD M. SHANLEY, Newark, N. J., former Counsel and Secretary to President Eisenhower

Address:

12 noon—Research Luncheon

Rose Room, The Traymore

New Objective Techniques for Measuring Quality Factors, jointly sponsored by N.C.A. and C.M.&S.A.

Presiding: GERALD G. MOYER, Minneapolis-Honeywell Regulator Co., Philadelphia

Address: "The Potential of Color Measurement in Quality Control"—Dr. AMIHUD KRAMER, Department of Horticulture, University of Maryland, College Park

Address: "Vapor-Phase Chromatography"—Dr. IRVING FAGERSON, Department of Food Technology, University of Massachusetts, Amherst

Address: "Infrared Spectroscopy"—Dr. ABRAHAM SAVITSKY, Research Engineer, Perkin-Elmer Corp., Norwalk, Conn.

12 noon—Fishery Products Luncheon

Belvedere Room, The Traymore

Presiding: H. R. ROBINSON, Robinson Canning Co., Inc., New Orleans; Chairman, Fishery Products Committee, N.C.A.

Address: "Radioactivity and the Sea Fisheries"—MILNER B. SCHAEFER, Director of Investigations, Inter-American Tropical Tuna Commission, LaJolla, Calif.

Address: "The 1958 World Conference on the Law of the Sea: Its Significance to the American Fishing Industry"—WILLIAM C. HERRINGTON, Special Assistant to the Under Secretary of State for Fisheries and Wildlife, Washington, D. C.

Tuesday, January 21

10 a.m.—Marketing Session

American Room, The Traymore

Presiding: A. EDWARD BROWN, President, National Canners Association

Address: "Problems and Opportunities in Marketing Canned Foods"—A. C. NIELSEN, JR., President, A. C. Nielsen Co., Chicago

NATIONAL CANNERS ASSOCIATION

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Address: "Selling More Canned Food through Food Brokers during the Distribution Revolution"—JAMES A. WEAVER, President, James A. Weaver Co., Lancaster, Pa.

Special Award to PAUL J. CUPP, President, American Stores Company, in recognition of his contribution to the Philadelphia Project

Address: "The Introduction and Promotion of A New Product"—Commander EDWARD WHITEHEAD, President, Schweppes (U.S.A.) Ltd., New York City

Address: "Does It Pay To Educate the Editor?" —ESTHER FOLEY, Home Service Director, Macfadden Publications, Inc., New York City

12 noon—Raw Products Luncheon

Rose Room, The Traymore

Seed Quality Symposium

Presiding: MORTON ADAMS, Alton Canning Co., Inc., Alton, N. Y., Chairman, Raw Products Technical Advisory Committee, N.C.A.

Address: "Seed Quality from the Seedsman's Viewpoint"—A. BRYAN CLARK, President, Associated Seed Growers, Inc., New Haven, Conn.

Address: "Tetrazolium Evaluation of Seed Life" —Dr. R. P. MOORE, Research Professor, North Carolina State College, Raleigh

Address: "Heritable Defects as They Influence Seed Quality"—J. C. HOFFMAN, Vegetable Breeding Station, USDA, Charleston, S. C.

Address: "Summary of Canners'-Seedsmen's Cooperative Project on Seed Quality"—Dr. EDWIN A. CROSBY, National Canners Association, Washington, D. C.

Wednesday, January 22

10 a.m.—Research Session

American Room, The Traymore

Presiding: A. EDWARD BROWN, President, National Canners Association

Address: "Can You Live with Your Blood Cholesterol?"—Dr. ROBERT E. OLSON, Director of the Nutrition Clinic, Falk Clinics, Pittsburgh Medical Center

Address: "Telling Agriculture's Story Dynamically"—Dr. J. JEROME THOMPSON, Vice President, Chas. Pfizer & Co., Inc., Brooklyn

Address: "Research on Foods—from the Field to the Can"—Dr. EMIL MRAK, Head of the Department of Food Technology, University of California, Davis, and President, Institute of Food Technologists

Installation of 1958 Officers

12 noon—Research Luncheon

Room B, Convention Hall

Sanitation of Canning Equipment, jointly sponsored by N.C.A. and C.M.&S.A.

Presiding: E. S. DOYLE, National Canners Association, Berkeley, Calif.

Address: "More Effective Product Washing with Less Water"—WALTER A. MERCER, National Canners Association, Berkeley, Calif.

Address: "The Effect of Post-Cooling Can Handling Equipment on Spoilage Rates"—J. N. DEMSEY, Continental Can Co., Inc., Chicago

Address: "Bacteriological Studies on Post-Cooling Can Handling Equipment"—C. W. BOHRER and J. YESAIR, National Canners Association, Washington, D. C.

Asparagus for Processing

Regional Group and State	Production 1956	Production 1957	Price per Ton 1956	Price per Ton 1957
	(tons)	(tons)	(dollars)	
Early Spring:				
South Carolina	.....	.....	.....	.....
California	60,600	56,600	209.00	168.00
Group total	60,600	56,600	209.00	168.00
Mid-Spring:				
Washington	14,950	15,000	211.00	170.00
Oregon	430	420	206.00	157.00
Group total	15,380	15,420	211.00	170.00
Late Spring:				
New Jersey	20,790	20,070	256.00	199.00
Illinois	6,950	6,500	217.00	208.00
Michigan	6,650	7,300	288.00	259.00
Iowa	580	670	200.00	172.00
Delaware	2,040	2,500	257.00	224.00
Maryland	1,540	2,180	254.00	228.00
Other states [1]	2,990	3,220	277.00	257.00
Group total	41,490	42,440	255.40	217.70
United States	117,470	114,460	225.60	186.00

[1] N. Y., Pa., Ohio, Ind., Wis., Minn., Mo., Nebr., Va., Ark., and Idaho.

Beets for Canning

State	Harvested Acreage 1956	Harvested Acreage 1957	Production 1956	Production 1957	Price per Ton [1] 1956	Price per Ton [1] 1957
	(acres)		(tons)		(dollars)	
New York	4,600	4,400	50,600	51,900	20.30	20.60
Michigan	700	700	5,100	5,800	17.10	18.40
Wisconsin	8,100	6,800	77,800	57,100	16.40	16.80
Oregon	1,500	1,600	24,800	23,800	33.60	26.00
Other states [2]	5,820	3,440	38,600	21,300	20.90	20.50
United States	20,720	16,940	196,900	159,900	19.20	20.00

[1] Season average price received by growers.
[2] Calif., Colo., Del., Ill., Ind., La., Maine, Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, and Wash.

Cucumbers for Pickles

State	Harvested Acreage 1956	Harvested Acreage 1957	Production 1956	Production 1957	Price per Bushel [1] 1956	Price per Bushel [1] 1957
	(acres)		(1,000 bushels)		(dollars)	
Maine	180	240	15	52	1.65	1.90
Massachusetts	540	1,100	148	341	1.60	1.25
Ohio	1,700	1,600	204	232	1.65	1.75
Indiana	2,000	1,600	200	232	1.15	1.05
Michigan	35,800	38,700	3,795	4,838	1.25	1.20
Wisconsin	17,500	20,200	1,750	2,222	1.40	1.35
Minnesota	2,200	1,800	165	144	1.35	2.05
Iowa	250	380	30	68	1.00	1.10
Missouri	400	600	38	36	1.35	1.25
Delaware	900	500	152	105	1.15	1.60
Maryland	2,500	2,300	528	483	1.10	1.40
Virginia	2,700	2,600	202	156	1.00	1.20
North Carolina	11,000	16,300	880	1,222	1.10	1.10
South Carolina	1,450	2,400	102	154	1.25	1.15
Texas	6,400	7,200	416	504	1.10	1.35
Colorado	2,200	1,920	726	710	1.55	1.45
Washington	1,900	1,300	407	364	1.55	1.50
Oregon	1,700	900	320	162	1.70	1.55
California	3,600	3,300	1,462	1,386	1.30	1.25
Other states [2]	21,040	23,840	1,916	2,008	1.43	1.45
United States	115,960	128,780	13,465	15,419	1.32	1.30

[1] Season average price received by growers.
[2] Ala., Ariz., Ark., Conn., Fla., Ga., Ill., Kans., Ky., La., Miss., N. H., N. J., N. Y., Okla., Pa., S. D., Tenn., and Utah.

Cabbage for Sauerkraut

State	Harvested Acreage 1956	Harvested Acreage 1957	Production 1956	Production 1957	Price per Ton [1] 1956	Price per Ton [1] 1957
	(acres)		(tons)		(dollars)	
New York	5,500	4,100	99,000	63,600	10.10	17.40
Ohio	1,400	1,100	21,400	17,400	12.10	13.30
Indiana	900	700	11,300	8,300	13.30	13.20
Wisconsin	5,100	3,200	78,000	44,200	10.90	11.60
Other states [2]	3,470	2,510	49,200	36,000	16.20	16.20
United States	16,370	11,610	258,900	169,500	11.80	15.00

[1] Season average price received by growers.
[2] Colo., Fla., Idaho, Ill., Iowa, Md., Mich., Minn., Mo., N. J., N. C., Oreg., Pa., Tenn., Texas, Utah, Va., and Wash.

Green Lima Beans for Processing

State	Harvested Acreage 1956	Harvested Acreage 1957	Production 1956	Production 1957	Price per ton [1] 1956	Price per ton [1] 1957
	(acres)		(tons shelled)		(dollars)	
New York	1,900	1,520	1,840	1,520	154.20	160.70
Pennsylvania	3,100	2,900	2,320	1,550	148.00	142.10
Ohio	600	600	270	420	112.70	101.40
Michigan	1,500	1,200	1,180	730	108.60	105.30
Wisconsin	6,300	5,300	6,620	5,460	150.70	125.90
Delaware	22,600	17,300	17,970	10,470	153.20	144.30
Maryland	3,800	3,000	3,360	1,830	134.00	129.60
Virginia	3,700	2,500	2,960	1,500	140.00	133.00
Washington	700	700	730	1,100	153.40	153.20
California	28,100	29,900	44,200	45,600	156.00	146.70
Other states [2]	28,140	25,750	26,500	22,470	141.20	136.10
United States	100,440	90,670	108,010	92,650	150.10	141.80
For freezing [3]	65,300	61,500	76,000	67,750	152.20	146.10
For canning and other processing [3]	35,140	29,170	32,010	24,900	145.30	129.90

[1] Season average price received by growers.
[2] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Oreg., Tenn., and Utah.
[3] Not shown by states to avoid disclosure of individual operations.

Snap Beans for Processing

State	Harvested Acreage 1956	Harvested Acreage 1957	Production 1956	Production 1957	Price per Ton [1] 1956	Price per Ton [1] 1957
	(acres)		(tons)		(dollars)	
Maine	1,800	2,100	3,400	5,700	97.90	102.50
New York	33,400	37,300	66,800	67,100	125.00	111.60
Pennsylvania	5,100	6,100	12,200	11,600	121.80	126.30
Michigan	6,500	6,600	13,000	9,900	108.00	111.60
Wisconsin	16,600	19,300	28,200	29,000	105.10	106.40
Missouri	.....	.....	.....	.....	.....	.....
Delaware	3,100	2,900	4,000	3,200	101.40	96.70
Maryland	10,100	9,400	17,200	14,100	105.60	104.20
Virginia	3,500	3,800	4,200	5,700	123.90	98.10
North Carolina	3,300	3,600	6,600	9,000	132.50	126.00
South Carolina	900	900	900	1,100	146.00	165.00
Florida [2]	8,900	12,500	15,000	21,900	115.90	127.90
Tennessee	4,900	6,400	9,300	13,440	126.00	126.00
Arkansas	3,000	3,500	3,300	5,600	118.50	107.40
Louisiana	470	570	330	170	87.80	91.60
Oklahoma	3,000	2,600	3,600	4,400	96.30	95.00
Texas	8,000	7,500	9,600	8,200	82.00	85.00
Colorado	1,400	1,400	5,600	5,200	93.80	96.60
Utah	500	550	3,400	3,300	119.80	123.80
Washington	2,100	2,000	11,300	11,400	127.30	129.90
Oregon	10,600	10,800	77,400	87,500	128.20	131.80
California	3,000	3,000	24,000	24,000	126.60	127.20
Other states [3]	7,640	8,820	18,340	17,440	113.50	108.50
United States	137,810	151,640	338,630	358,950	119.60	118.20
For freezing [4]	32,000	33,280	82,970	85,110	126.90	123.20
For canning and other processing [4]	105,810	118,360	255,660	273,840	116.40	116.60

[1] Season average price received by growers.
[2] Sum of estimates by seasonal groups.
[3] Ala., Ga., Idaho, Ill., Ind., Iowa, Ky., Minn., Miss., Nebr., N. H., N. J., N. Mex., Ohio, Vt., and Wyo.
[4] Not shown by states to avoid individual disclosure.

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come in Aroostock County. Parts of Minnesota and North Dakota had one of the poorest growing and harvesting seasons of record. Idaho had generally good growing and harvest conditions. Sweet potatoes had a generally favorable season in some leading areas and production exceeded the small 1956 crop by about 7 percent.

Vegetables

Production of the 10 principal vegetables for processing in 1957 was down 19 percent from the record high of 1956. The total of 6.75 million tons, however, is 12 percent above the 1946-55 average.

The production of asparagus was about 2 percent smaller than in 1956 but 11 percent above average. Lima bean production dropped about 14 percent. Output used by freezers was 11 percent less while that for canning was down about one-fifth. Snap bean production reached a record high in 1957 and exceeded that for 1956 by 6 percent. Both canners and freezers

Sweet Corn for Processing

State	Harvested Acreage 1956	Harvested Acreage 1957	Production [1] 1956	Production [1] 1957	Price per Ton [2] 1956	Price per Ton [2] 1957
	(acres)		(tons)		(dollars)	
Maine	3,100	4,800	10,500	23,000	23.50	24.70
New Hampshire	300	400	900	2,500	24.80	28.00
Vermont	200	430	900	1,700	22.50	23.40
New York	18,800	20,100	58,300	76,400	22.00	21.00
Pennsylvania	13,200	11,500	44,900	21,800	25.90	23.00
Ohio	7,400	6,200	20,000	16,100	16.20	17.20
Indiana	16,000	17,800	40,000	42,700	17.30	17.20
Illinois	62,700	60,500	250,800	211,800	21.30	20.80
Wisconsin	109,800	116,000	406,300	348,000	19.30	18.60
Minnesota	97,300	94,000	389,200	338,400	17.80	18.20
Iowa	20,700	18,900	72,400	64,300	18.30	18.60
Delaware	5,900	4,800	18,900	9,100	23.60	20.10
Maryland	31,200	25,000	96,700	42,500	20.90	19.60
Idaho	9,300	10,900	54,900	61,000	21.10	20.70
Utah	6,200	6,400	29,100	29,400	21.60	21.50
Washington	15,700	15,800	78,500	88,500	22.10	21.70
Oregon	17,000	15,100	88,400	81,500	27.80	29.30
Other states [3]	14,050	10,240	49,300	32,900	22.80	22.00
United States	449,030	438,960	1,710,000	1,491,500	20.30	20.10
For freezing [4]	64,180	64,140	251,210	248,020	23.10	22.80
For canning and other processing [4]	384,850	374,820	1,458,790	1,243,480	19.90	19.60

[1] Tonnage in husk.
[2] Season average price received by growers.
[3] Ark., Calif., Colo., La., Mich., Mont., Nebr., N. J., Okla., S. D., Tenn., Texas, Va., and Wyo.
[4] Not shown by states to avoid disclosure of individual operations.

Spinach for Processing

Seasonal Group and State	Harvested Acreage 1956	Harvested Acreage 1957	Production 1956	Production 1957	Price per Ton [1] 1956	Price per Ton [1] 1957
	(acres)		(tons)		(dollars)	
Winter:						
Texas	3,800	3,900	9,500	10,500	55.00	50.00
Early Spring:						
California	8,000	9,400	61,100	67,700	23.80	24.00
Late Spring:						
New York	1,100	1,000	5,900	8,900	34.80	34.30
Arkansas	3,600	3,500	8,300	7,000	51.00	53.00
Oklahoma	4,000	3,200	10,800	8,300	50.00	49.00
Washington	330	180	2,100	900	31.00	32.50
Other states [2]	5,230	5,300	17,000	13,300	66.90	64.70
Group total	14,260	13,180	44,100	38,400	53.70	51.40
Fall:						
Arkansas	650	750	1,400	1,700	54.50	50.00
Oklahoma	800	2,000	1,200	4,400	65.00	50.00
Washington	550	500	4,400	4,600	29.00	28.40
California	950	800	5,800	6,600	30.40	26.50
Other states [3]	3,700	2,850	11,000	9,000	59.50	74.80
Group total	6,650	6,900	23,800	26,300	45.50	48.80
United States	33,310	33,380	138,500	142,900	39.40	37.80

[1] Season average price received by growers.
[2] Del., Md., Mich., Miss., N. J., Pa., Tenn., Va., and Wis.
[3] Md., N. J., N. Y., Pa., Tenn., and Va.

Green Peas for Processing

State	Harvested Acreage 1956	Harvested Acreage 1957	Production 1956	Production 1957	Price per Ton [1] 1956	Price per Ton [1] 1957
	(acres)		(tons)		(dollars)	
Maine	7,850	7,100	11,030	10,370	95.50	93.00
New York	14,900	15,500	12,900	20,000	104.80	99.30
Pennsylvania	11,800	10,500	11,800	10,500	96.50	121.00
Ohio	1,100	1,250	900	820	84.90	116.70
Indiana	2,700	2,300	2,440	1,670	91.20	91.20
Illinois	30,300	30,300	31,060	41,810	117.20	108.40
Michigan	4,400	5,500	4,400	5,970	79.00	81.40
Wisconsin	128,000	131,000	126,720	163,180	86.60	83.90
Minnesota	59,300	54,800	50,700	67,680	100.80	92.30
Delaware	5,400	6,000	7,450	5,970	115.20	114.90
Maryland	10,500	10,400	12,340	9,980	92.90	92.80
Virginia	2,300	2,400	2,530	1,270	100.00	98.00
Idaho	15,200	10,400	19,610	11,130	90.30	87.40
Colorado	1,800	2,000	1,760	2,990	78.10	92.10
Utah	6,500	6,500	8,710	11,180	89.90	85.00
Washington	82,000	74,400	123,490	98,950	90.60	86.10
Oregon	64,000	63,900	83,200	71,250	85.40	86.20
California	13,200	8,800	20,330	13,550	79.70	72.90
Other states [2]	12,170	10,140	13,870	11,620	117.20	105.85
United States	474,020	453,790	545,360	539,890	92.50	89.70
For freezing [3]	149,190	125,450	199,490	158,830	97.10	91.10
For canning and other processing [3]	324,830	328,340	345,870	401,060	89.80	89.20

[1] Season average price received by growers.
[2] Ark., Iowa, Kans., Mo., Mont., Nebr., N. J., Okla., Tenn., W. Va., and Wyo.
[3] Not shown by states to avoid disclosure of individual operations.

Tomatoes for Processing

State	Harvested Acreage 1956	Harvested Acreage 1957	Production 1956	Production 1957	Price per Ton [1] 1956	Price per Ton [1] 1957
	(acres)		(tons)		(dollars)	
New York	16,300	12,300	102,700	105,800	32.60	35.70
New Jersey	24,300	21,000	306,200	172,200	35.00	35.80
Pennsylvania	22,100	18,500	203,300	112,800	33.90	34.10
Ohio	19,800	19,900	225,700	179,100	27.50	28.10
Indiana	32,000	27,600	348,800	207,000	26.90	27.60
Illinois	10,000	9,000	141,000	97,200	31.00	31.10
Michigan	7,500	8,200	69,800	74,600	27.70	28.50
Wisconsin	1,000	600	9,000	5,300	23.90	30.60
Iowa	1,700	1,600	15,100	10,700	28.70	28.90
Missouri	1,200	1,600	3,200	2,700	30.60	31.20
Delaware	3,600	3,400	43,200	29,600	33.80	34.20
Maryland	10,400	9,900	104,000	52,500	33.60	34.60
Virginia	14,000	10,100	58,800	38,400	33.50	33.90
South Carolina	1,400	1,800	3,500	3,600	30.00	30.00
Florida [2]	9,100	7,600	49,800	42,400	25.00	24.70
Kentucky	1,200	1,300	4,900	4,800	27.20	27.50
Tennessee	400	300	800	700	27.20	23.30
Arkansas	3,200	1,800	8,300	5,400	33.20	34.50
Oklahoma	200	200	500	600	32.50	34.50
Texas	12,000	9,500	31,200	28,500	20.00	24.00
Colorado	3,400	2,600	37,100	23,400	23.00	23.40
Utah	5,900	5,900	85,000	70,800	22.10	23.30
California	151,500	123,000	2,772,400	2,004,900	22.70	22.00
Other states [3]	2,680	2,520	14,000	14,800	28.00	25.00
United States	354,880	300,220	4,638,300	3,287,800	25.70	25.30

[1] Season average price received by growers.
[2] Sum of estimates by seasonal groups.
[3] Ala., Ariz., Conn., Idaho, Kans., La., Minn., Miss., Nebr., N. Mex., N. C., Oreg., Wash., and West Va.

used larger tonnages than last year. Production of beets for canning is nearly one-fifth smaller than last year. About one-third less cabbage was used for sauerkraut than in 1956 but last year's kraut crop was unusually large. Unsatisfactory growing conditions in the Midwest and the Middle Atlantic states contributed to a 13 percent reduction in sweet corn production. Sweet corn for freezing held close to last year's level but sweet corn for canning fell off 15 percent. Production of cucumbers for pickles climbed to a new record in 1957, exceeding 1956 by 15 percent. Green pea production broke previous records in 1957. The large crops produced in Illinois, Wisconsin, and Minnesota were responsible for this year's increase. Production for freezing, which comes largely from Western states, dropped about one-fifth but the canning crop increased by one-sixth. Processing spinach production increased 3 percent and was 18 percent more than average. Tomato production was reduced 29 percent from the record large 1956 crop but was still slightly above average.

The value of these vegetables used for processing was $271.7 million. This was $45.6 million less than realized in 1956 from these crops. The decline is largely due to reduced production this year.

The rank in 1957 of the leading states growing processing vegetables is shown below:

Acreage

Rank	State	Percent of total
1	Wisconsin	17.5
2	California	13.0
3	Minnesota	9.0
4	Illinois	6.5
5	Washington	6.2

Production

Rank	State	Percent of total
1	California	33.5
2	Wisconsin	10.5
3	Minnesota	6.2
4	New York	5.9
5	Illinois	5.4

Value

Rank	State	Percent of total
1	California	25.0
2	Wisconsin	10.5
3	Oregon	7.8
4	New York	6.6
5	Washington	5.7

Production of the 28 principal fresh market vegetables in 1957 at 204.9 million hundredweight was 5 percent less than in 1956 although 2 percent above average. Reductions in supply from the 1956 level were substantial for beets, broccoli, brussels sprouts, cabbage, carrots, cauliflower, celery, shallots, spinach and honey dew melons. Significant increases occurred only for asparagus, snap beans, cucumbers, eggplant and escarole.

FRUITS

The production of fruit and edible tree nuts in 1957 was 1 percent below last year but 3 percent above average. Tonnage of non-citrus fruits was 2 percent below both 1956 and average. The prospective 1957-58 production of citrus fruit is about the same as a year earlier but a tenth above average.

The apple crop was the largest since 1950, and pears, sour cherries and plums also produced above-average crops. Production was below average for peaches, grapes, sweet cherries, prunes, apricots and figs.

The indicated 1957-58 citrus crops show the following comparisons with average: oranges 12 percent more; California limes 13 percent more; Florida limes 42 percent more; grapefruit and Florida tangerines each 4 percent less.

Crop	Unit	1956	1957
		(thousands)	
Apples	bu.	100,623	117,306
Apricots	ton	196	208
Cherries, RSP	ton	99,940	146,820
Cherries, sweet	ton	68,270	89,020
Cranberries	bbl.	988	1,046
Figs (not dried)	ton	12,000	10,000
Grapefruit	box	44,780	44,700
Olives	ton	70	37
Oranges	box	136,705	136,190
Peaches	bu.	70,209	63,058
Pears	bu.	32,322	31,902
Plums	ton	105	88
Prunes, canned	ton	32,450	16,650

Poultry Used in Processing

Poultry used in canning and other processed foods during the first ten months of 1957 totaled 182,611,000 pounds, 15 percent more than the 158,173,000 pounds used during the same period of 1956, according to a report by the Agricultural Marketing Service of USDA.

	Jan.-Oct. 1956	Jan.-Oct. 1957
	(thousands of pounds)	
Young chickens	13,166	18,028
Mature chickens	119,994	127,588
Turkeys	24,956	36,872
Other poultry	57	123
Total, Jan.-Oct.	158,173	182,611

Crop	Unit	1956	1957
		(thousands)	
Beans, dry edible	bag	17,218	15,771
Peas, dry	bag	4,630	3,270
Potatoes	cwt.	243,716	236,268
Potatoes, sweet	cwt.	16,920	18,053
Rice	bag	49,450	43,130
Wheat, durum	bu.	38,503	39,080

1957 Packs of Fruit Cocktail, Fruits for Salad, Mixed Fruits

Reports on the 1957 packs of canned fruit cocktail, fruits for salad, and mixed fruits in California have been republished by the N.C.A. Division of Statistics. Following are the state totals, with comparisons:

	1956	1957
	(actual cases)	
Fruit cocktail	15,460,031	14,883,778
Fruits for salad	1,298,007	1,172,379
Mixed fruits	295,767	279,360

Source: Cling Peach Advisory Board of California.

1957 Pack of Peaches

The 1957 pack of canned peaches totaled 28,135,788 actual cases compared with the 1956 pack of 32,364,033 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2½'s, the 1957 pack amounted to 23,877,130 cases compared with the 1956 pack of 27,896,811 cases.

State	1956	1957
	(actual cases)	
Michigan	385,692	433,011
Southeast	458,871	469,255
Wash. and Ore.	1,421,455	371,162
California, total	29,980,588	26,697,931
Cling	24,761,275	21,934,597
Elberta	4,857,042	4,515,405
Other free	362,271	247,929
Other states	117,427	164,429
U. S. Total	32,364,033	28,135,788

1957 Pack of Spiced Peaches

The 1957 pack of spiced and sweet pickled peaches in California totaled 497,366 actual cases compared with the 1956 pack of 422,306 cases, according to a report compiled by the Cling Peach Advisory Board of California and republished by the N.C.A. Division of Statistics.

1957 Pack of Canned Figs

The 1957 pack of canned figs in California totaled 727,134 actual cases compared with the 1956 pack of 925,042 cases, according to a report compiled by the Canners League of California and republished by the N.C.A. Division of Statistics.

Pack of Canned Meat

The quantity of meat canned and meat products processed during the month of November has been reported by the Agricultural Marketing Service of USDA at 240,927,000 pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, NOVEMBER, 1957

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	15,835	14,079	29,914
Canned hams	29,144	973	30,116
Beef hash	575	7,976	8,551
Chili con carne	1,223	15,214	16,437
Vienna sausage	289	7,339	7,628
Frankfurters and wieners in brine	4	441	445
Deviled ham	.....	880	880
Other potted and deviled meat products	.....	2,923	2,923
Tamales	237	3,962	4,199
Sliced, dried beef	37	357	394
Chopped beef	5	1,339	1,344
Meat stew	318	12,727	13,045
Spaghetti meat products	250	9,364	9,614
Tongue (not pickled)	45	213	258
Vinegar pickled products	999	1,609	2,607
Sausage	.....	1,097	1,097
Hamburger	430	3,271	3,701
Soups	2,856	59,591	62,447
Sausage in oil	309	221	530
Tripe	.....	498	498
Brains	.....	303	303
Loins and picnics	1,886	66	1,952
All other products 20% or more meat	1,395	9,985	11,380
All other products less than 20% meat (except soup)	667	21,132	21,798
Total all products	56,805	175,566	232,071

Shipments of Metal Cans

Shipments of metal cans for food during the first ten months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.–Oct. 1956	1957
	(*short tons of steel*)	
Fruit and vegetable (including juice)	1,518,653	1,356,187
Meat (including poultry)	126,381	116,589
Fish and seafood	100,876	103,021

Shipments of Glass Containers

Shipments of glass containers for food during the first ten months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.–Oct. 1956	1957
	(*thousands of gross*)	
Wide-mouth food (including fruit jars and jelly glasses)	31,961	33,686
Narrow-neck food	13,314	13,254

USDA Potato Advisory Group Urges Support of Research

Greatly increased support of agricultural research in terms of scientists, equipment, facilities, and money was urged by USDA's Potato Research and Marketing Advisory Committee at its annual meeting held this year at Boise, Idaho, December 3-6.

The committee agreed that the present level of research support is not adequate, and that the Congress and the states should give priority to agricultural research programs and implement at once the long-term aim of expanding agricultural research stated in the Research and Marketing Act of 1946.

Short-term programs for surplus removal meet temporary emergencies, committee members observed, but do not bring a constructive solution to the agricultural problem over the long pull.

The committee listed, as important for potato growers and marketers, expanded research in postharvest physiological changes in potatoes that cause losses or inferior quality, and strengthened fundamental studies of the effects of chemical changes on potato processing quality.

The investigations of the effects of chemical changes on potato processing are necessary to provide a basis for developing ways of producing better potato products at lower cost, the committee said.

Established under the Research and Marketing Act of 1946, the committee is made up of leaders from the potato industry. Its detailed recommendations for research to be undertaken by USDA will be submitted formally to the Department within the next few weeks. Copies of this report will be available from the committee's executive secretary, Dr. Roy Magruder, Office of the Administrator, Agricultural Research Service, U. S. Department of Agriculture, Washington 25, D.C.

Other research proposals which the committee felt merit priority attention include:

(1) Expanded work in breeding better potato varieties resistant to insects and diseases and having better eating qualities as well as qualities that lend themselves to specific kinds of processing.

(2) More research aimed at developing foreign markets for potatoes.

(3) Expanded effort on the compiling of analytical data on composition and nutritive value of foods. These data are published as USDA's Food Composition Tables.

(4) Strengthened work on improving marketing facilities by planning more wholesale facilities in specific localities to meet the current demand for this type of work.

(5) A general expansion of all phases of potato marketing educational and service work.

USDA Rice Committee Seeks Knowledge on Marketing

Intensified research into the nature and cause of hoja blanca, a potentially serious disease threat to the American rice crop, was advised by USDA's Rice Research and Marketing Advisory Committee at its annual meeting held December 2-4 in Washington. The committee also called for expanded research to learn new food, feed and industrial uses of rice.

The committee emphasized particularly the need for knowledge of how the disease is transmitted, of how all varieties and selections react to hoja blanca, and for a stepped-up breeding program to develop varieties resistant to it.

In reference to the need for expanded research to uncover new rice markets, the committee suggested high priority for (1) studies to learn the patterns of consumer use or attitudes toward rice as a food with the aim of increasing rice consumption in the U. S.; (2) similar studies on the use patterns and attitudes of industrial users and rice processors, and (3) new investigations directed at establishing rice as a basis for new industrial products.

The committee also gave high priority to the following research needs:

(1) Increased emphasis on basic investigations of the chemical composition and physical structure of rice.

(2) Intensified work on the appraisal of potential foreign markets for American rice, including work to determine ways of handling and distributing export rice, and studies of price levels at which American rice can compete in foreign markets.

(3) Breeding programs to develop new insect- and disease-resistant varieties of rice adapted to environments in each production area and consistent with different types of consumer demand.

(4) Research to gain knowledge of the physiological availability of nutrients in rice in order to determine accurately its nutritional value.

USDA Group Urges Study of Shifting Economic Patterns

Four research proposals emphasizing the importance of new or expanded studies of the current shifting economic patterns in agriculture were suggested by the USDA's Production Economics Research Advisory Committee at its annual meeting in Washington December 4-6.

The committee urged, for example, more study of the effects of vertical and other forms of integration between farms and nonfarm business firms in farm production processes. The committee observed that the information yielded by such research would help to evaluate such factors as interregional competition, efficiency of farm enterprises, methods of financing farm enterprises, and the risks involved in integrated enterprises.

The committee also cited the need for expanded investigations of farm production response to effects of changes in technology, costs, and prices.

Committee members suggested initiation of research on the functions, organizations, and financing of local governments in rural areas. They suggested that special attention in this work be given to problems of communities undergoing rapid suburbanization and industrialization, and said the tax burden on agriculture in the rural-urban fringe should be studied.

The committee further advised expanding research to explore potential shifts in land use and how these shifts can be accomplished effectively. What is needed, the committee noted, is information on current land use in relation to suitability, on the feasibility of alternative uses, and on various ways of bringing about uses that will stabilize the economy of local areas.

Established under the Research and Marketing Act of 1946, the committee is composed of authorities on agricultural economics. Its detailed recommendations for research to be undertaken by USDA will be submitted formally to the Department within the next few weeks. Copies of this report will be available from the committee's executive secretary, Dr. Carlton P. Barnes, Office of the Administrator, Agricultural Research Service, U. S. Department of Agriculture, Washington, D.C.

Other research proposals that the committee thought merited attention include:

(1) Expanded studies aimed at measuring and evaluating the effects of specific technological changes on growth of farm output, use of resources, resource efficiency, and income.

(2) New studies to determine the impacts of technological change and adjustment programs on labor requirements, use of labor, and the farm labor force. The need for and use of farm labor has been changing rapidly in recent years, the committee noted, and it is important to analyze these changes.

(3) A new study to learn some of the possible economic results of highway development contemplated under the Federal-Aid Highway Act of 1956.

(4) Increased effort to develop sound methods of evaluating the various competing and supplementary uses of forest land.

Information Letter Schedule

Because of the year-end holidays, this is the final issue of the INFORMATION LETTER for 1957.

The first scheduled issue of the INFORMATION LETTER in 1958 will be published January 4.

McCall's

Canned juices are featured in one of the food articles in the December issue of *McCall's* magazine. In eight recipes in the article entitled "Party Punches For One and All" juices are used 16 times.

The article begins, "Just right for celebrating happy events—punch, with its festive look and refreshing taste." It suggests that the punches will be good for serving at a reception, when there is a wedding in the family, or some of them would be a success at a children's party.

The following canned juices were used in the recipes: cranberry juice cocktail, apricot nectar and orange, lemon, pineapple, and grapefruit juices.

The "December Best Buys in Food," a *McCall's* monthly feature, included canned beets, corn, peas, pumpkin, citrus juices, cranberry sauce, fruit cocktail, pears, pineapple, peaches, and purple plums. The accompanying menu and recipes that feature foods from the good buys list says: "Too busy these days to do much about dinner? Just one hour in the kitchen (this includes all interruptions to answer important Santa Claus questions) gives you plenty of time to prepare *McCall's* best-buy meal for December. The menu, you'll notice, uses many of the convenient canned products you usually have in the kitchen."

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